

Intelligent Customer Help Desk with Smart Document Understanding

A project report submitted for
Internship at smartinternz@2020

Category : Artificial Intelligence

By

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1. INTRODUCTION

1.1 OVERVIEW

The main objective of the project is to create an Intelligent Customer Help Desk with smart document understanding by using multiple Watson AI Services (Discovery ,Assistant, Cloud function and Node Red). This project will help us learn best practices of combining Watson services and how they can build interactive information retrieval system.

Project Requirements:

1. **Functional Requirements** : IBM Cloud and services(Watson Assistant, Watson Discovery, Cloud Function,Node-Red).
2. **Technical Requirements** : Artificial Intelligence.
3. **Software Requirements** : Any operating system, Web browser.
4. **Project duration** : 30 days.
5. **Project team** : Juliet Maria(Individual)

1.2 PURPOSE

The typical customer care chatbot can answer simple questions, such as store locations and hours, directions, and maybe even making appointments. When a question falls outside of the scope of the pre-determined question set, the option is typically to tell the customer the question isn't valid or offer to speak to a real person. The purpose of this project is to build a customer helping chatbot such that if the customer question is about the operation of a device, the application shall pass the question onto Watson Discovery Service, which has been pre-loaded with the device's owners manual. So now, instead of "Would you like to speak to a customer representative?" or "Can you rephrase your query?" or "I couldn't understand could you ask something else?" we can return relevant sections of the owners manual to help solve our customers' problems.

1.2.1 Scope of Work

1. Create a customer care dialog skill in Watson Assistant
2. Use Smart Document Understanding to build an enhanced Watson Discovery collection
3. Create an IBM Cloud Functions web action that allows Watson Assistant to post
4. queries to Watson Discovery
5. Build a web application with integration to all these services & deploy the same on IBM Cloud Platform

2.LITERATURE SURVEY

2.1 EXISTING PROBLEM

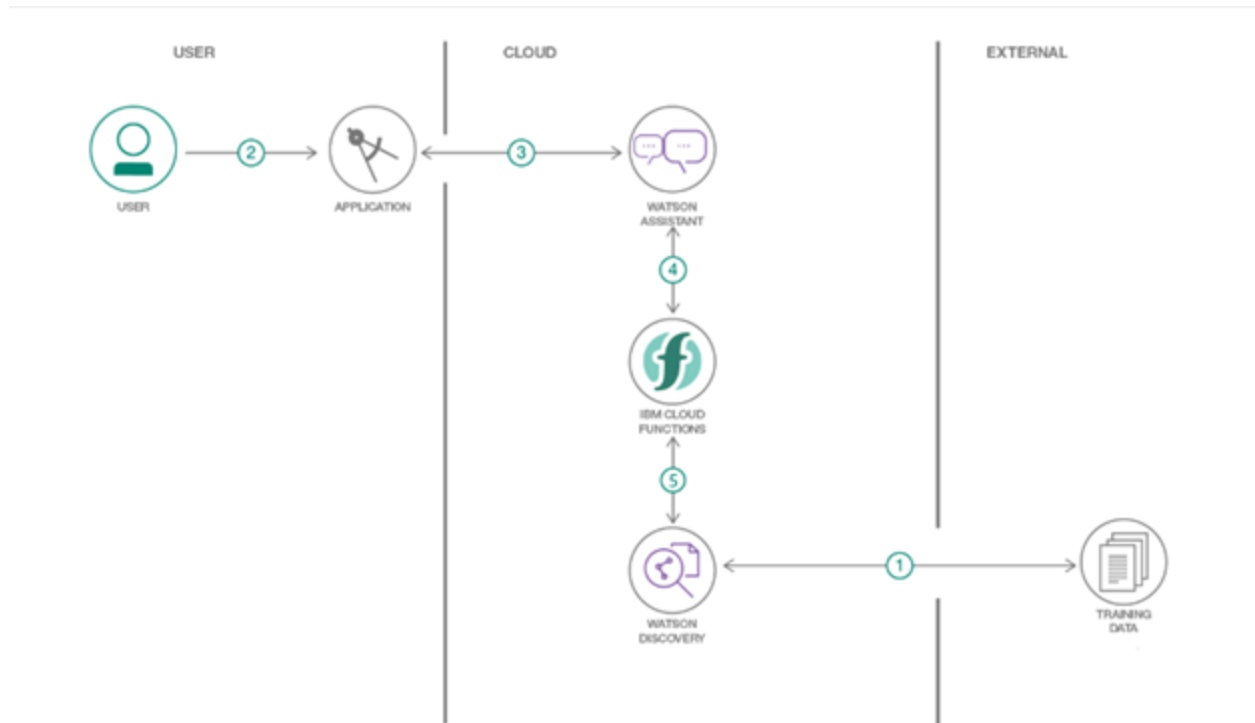
Usually Chatbots used for getting input from users and getting only response questions and for some questions the output from bot will be like “try again”, “I don’t understand”, “will you repeat again”, and so on. and directs customer to customer agent but a good customer Chatbot should minimize involvement of customer agent to chat with customer to clarify his/her doubts.

2.2 PROPOSED SOLUTION

For the above problem to get solved we have to put an virtual agent in chatbot so it can understand the queries that are posted by customers. The virtual agent should be trained from some insight records based company background so it can answer queries based on the product or related to company. In other words, some style of manual will be accustomed to train the bot using AI. In this project I used Watson Discovery tool for implementing AI and getting trained by the owners manual of heater to achieve the above solution. And later including Assistant and Discovery on Node-RED.

3. THEORETICAL ANALYSIS

3.1 BLOCK DIAGRAM



- 1.The document is annotated using Watson Discovery SDU.
- 2.The user interacts with the backend server via the app UI. The frontend app UI is a chatbot that engages the user in a conversation.
- 3.Dialog between the user and backend server is coordinated using a Watson Assistant dialog skill.
- 4.If the user asks a product operation question, a search query is passed to a predefined IBM Cloud Functions action.
- 5.The Cloud Functions action will query the Watson Discovery service and return the results.

3.2 HARDWARE / SOFTWARE DESIGN

1. Create IBM Cloud services
2. Configure Watson Discovery
3. Create IBM Cloud Functions action
4. Configure Watson Assistant
5. Create flow and configure node
6. Deploy and run Node Red app.



4 .EXPERIMENTAL INVESTIGATIONS

4.1.CREATE IBM CLOUD SERVICES

Create the following services:

- Watson Discovery
- Watson Assistant
- Cloud Function
- Node Red

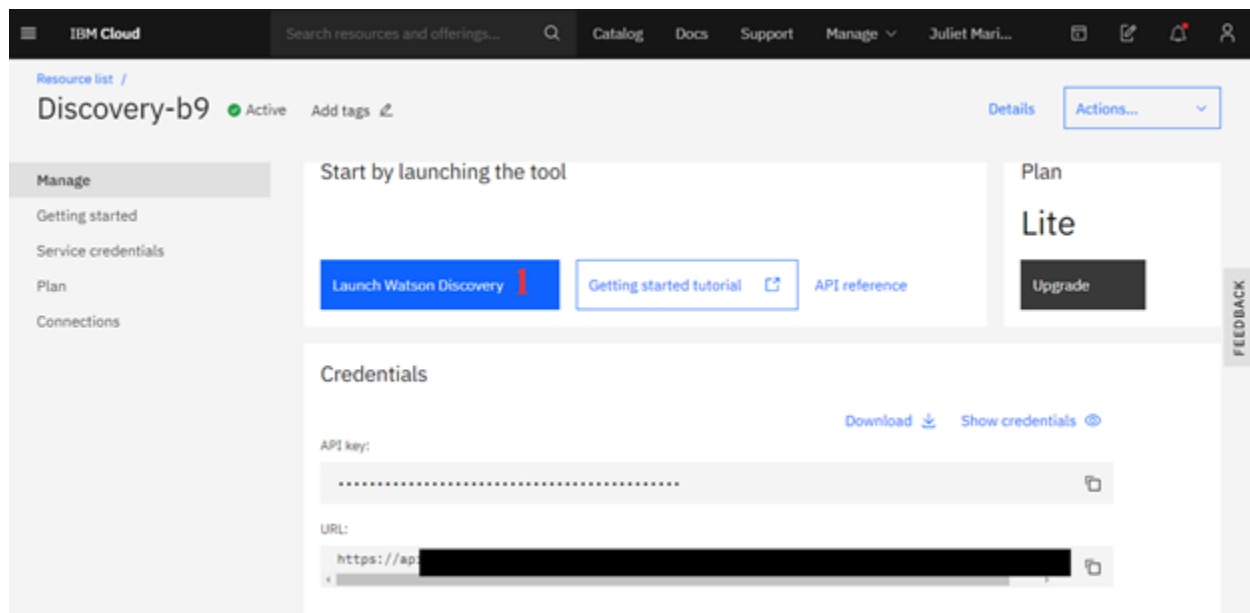
Configure Watson Discovery

After creating and launching the discovery from the Catalog, Import the document on which on which we need to train the discovery service. We have selected the ecobee3 user guide located in the data directory of our local repository. The Ecobee3 is a popular residential thermostat that has a WIFI interface and multiple configuration options. The result of the queries performed without configuring the data present in the document won't be that accurate. But the results improve significantly after applying SDU (Smart Document Understanding). This can be done easily by clicking on the configure setting and then labelling each word or element present in the document as their respective label such as title, subtitle, text, image and Footer. Some of the labels are not present in the lite plan. In the lite plan we are provided with limited content of IBM Watson, the labels help us in segmentation of the document which helps the discovery to understand the document better and provide better results. The results provided by the

discovery can be improved, all the results are shown in assistant in which the discovery finds the sentiment to be positive i.e. matching between the question or query entered by the user and the data of the document. Better the sentiment analysis accurate the results are.

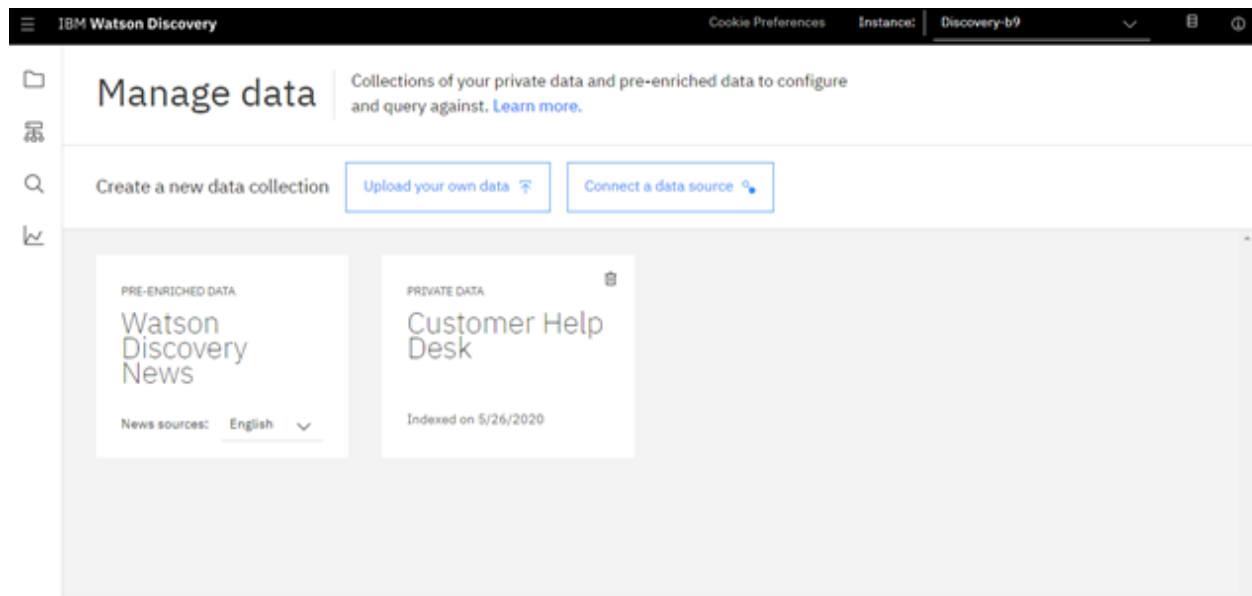
To configure the watson discovery the below steps are followed:

- After creating the discovery from the catalog, we will be redirected to this base page of discovery where the name of the discovery along with its API Key and URL are mentioned. These credentials will be used in further steps.

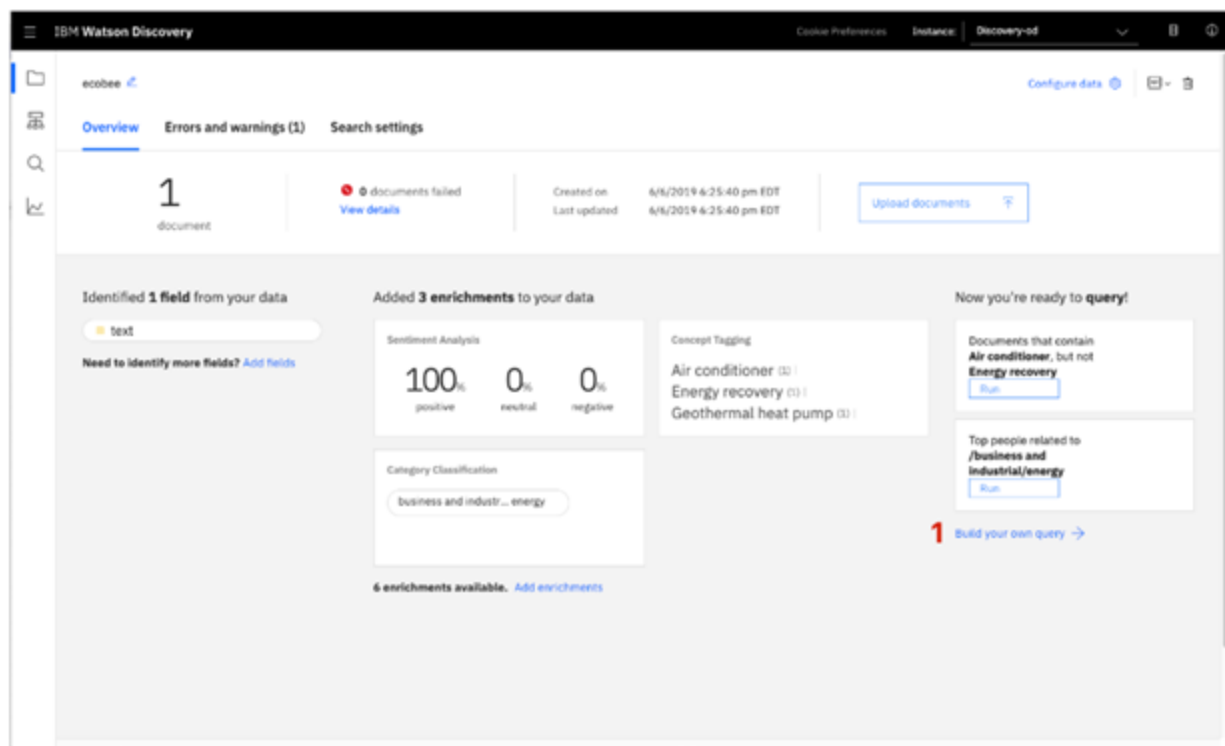


Click on the Launch Watson Discovery [1] to launch the discovery.

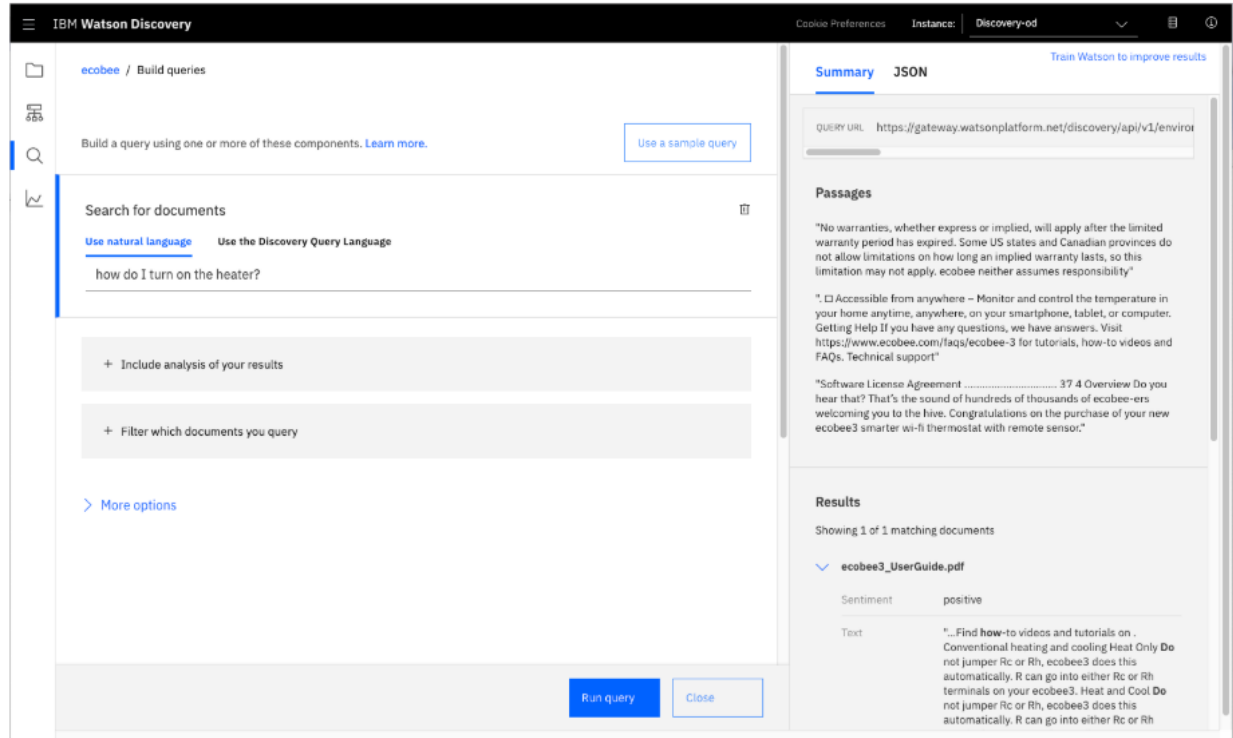
- Now in the next step, we have to upload the data by clicking, upload your data. Here we have already uploaded the data as manual.



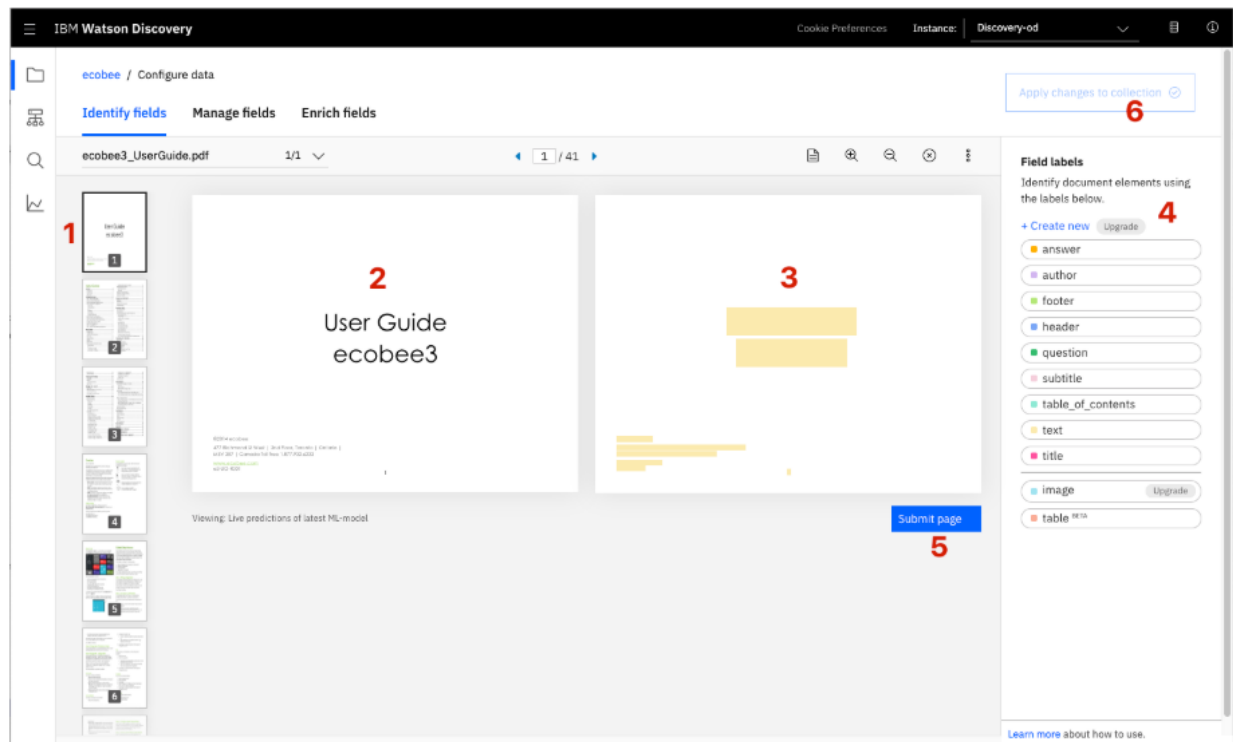
- After uploading the document we will see the page like this, we can ignore the warnings section as it is due to the normalization process and is of no worry. Now click on the build your own query [1] , so that we can have an idea how the results have significantly improved after configuring the data.



- Enter the queries related to thermostat and view the results. As you will see, the results are not very useful and not even that relevant. The next step is to annotate the document with SDU.



- Below is the layout of Identify fields tab of the SDU annotation panel:



The aim is to annotate all the pages of the document, so that discovery can learn what text is important and what text can be ignored.

- [1] is the list of pages we have in the document. In the lite plan we are unable to upload a document more than 50,000 words and any document with more than that will be trimmed to this range.
- [2] is the current page being annotated.
- [3] is the page in which we have to provide a label to each text, for example as shown above we have the Title and text, at the bottom we have the footer.
- [4] is the list of labels we can provide in which the image label is not available in the lite plan.
- We have to click the submit page button [5] after annotating each page individually, after few pages the discovery will automatically give the label to the remaining pages.
- Click [6] after completing the annotation of the document.

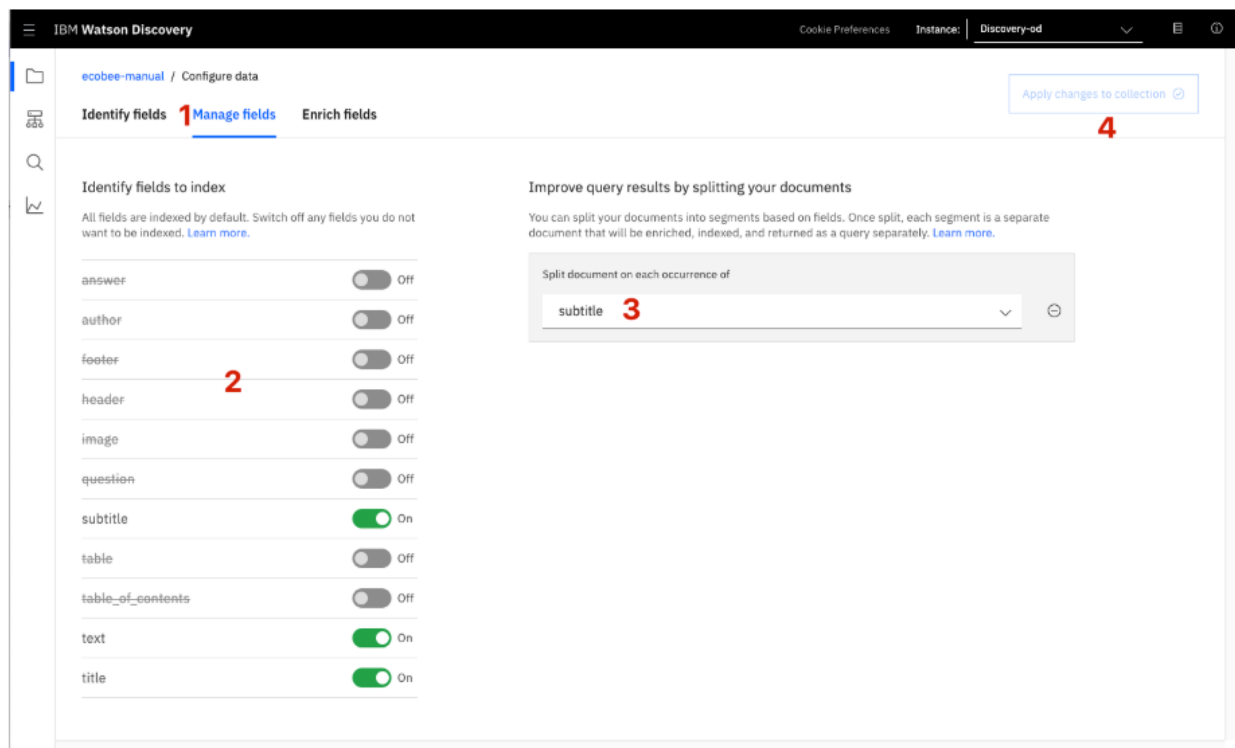
As we go through the annotations one page at a time, Discovery is learning and should start automatically updating the upcoming pages. Once we get to a page that is already correctly annotated, we can stop, or simply click Submit [5] to acknowledge it is correct. The more pages you annotate, the better the model will be trained.

For this specific owner's manual, at a minimum, it is suggested to mark the following:

- The main title page as `title`
- The table of contents (shown in the first few pages) as `table_of_contents`
- All headers and sub-headers (typed in light green text) as a `subtitle`

- All page numbers as footers
- All warranty and licensing information (located in the last few pages) as a footer
- All other text should be marked as text.

• For further segmentation and making the sub documents, we have to manage the fields. Here we are provided with the option of identifying field to index i.e. what all texts are important for us, as we can see in the below snip, we have turned on only subtitle and text because they are the only 2 labels in which we are interested. On the right side we have the option splitting the document as per choice of our label. We have selected subtitle here. This can vary as per different needs of user.



Once we click the Apply changes to collection button [6], we will be asked to reload the document. Choose the same owner's manual .pdf document as before.

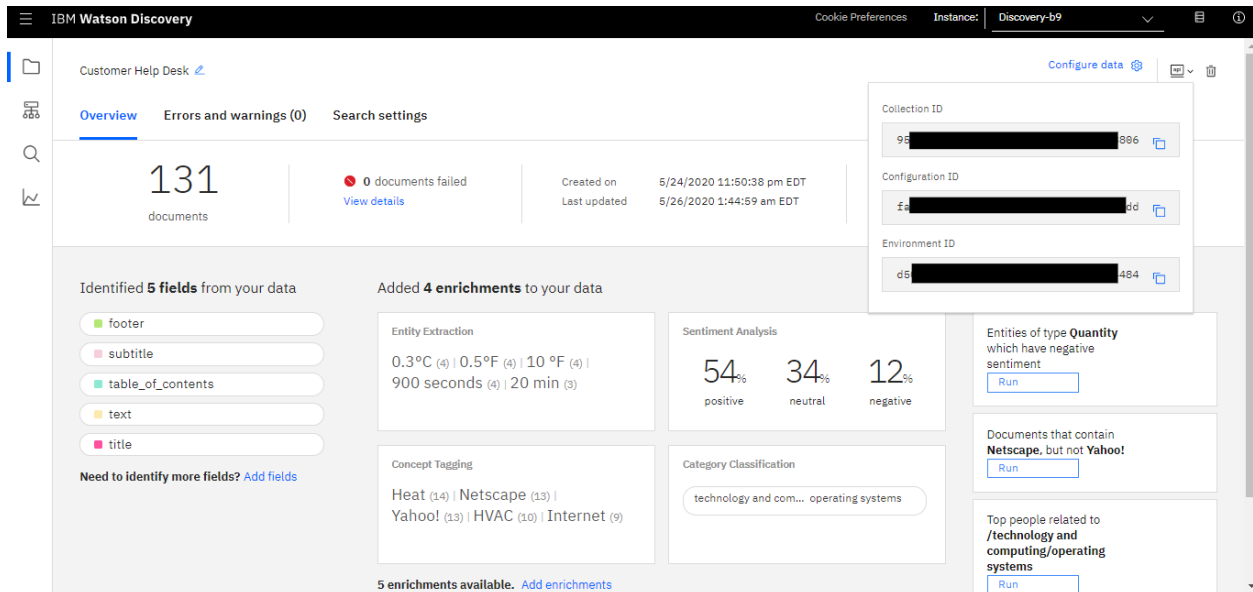
- It will take some time to process and after that we will have multiple documents as shown below, the document we uploaded earlier is segmented in 104 documents as shown below.

The screenshot shows the IBM Watson Discovery interface for instance 'Discovery-b9'. The 'Overview' tab is active, displaying 131 documents. It indicates that 0 documents failed and provides creation and update timestamps. A 'Upload documents' button is visible. Below the document count, it shows identified fields (footer, subtitle, table_of_contents, text, title) and added enrichments (Entity Extraction, Sentiment Analysis, Concept Tagging, Category Classification). The Sentiment Analysis results show 54% positive, 34% neutral, and 12% negative sentiment. The Category Classification shows 'technology and com...' and 'operating systems'. A 'Run' button is present for each enrichment type.

- Return to the query panel and try to build the same query as earlier and check the result. We will observe an improved result.

The screenshot shows the IBM Watson Discovery interface for instance 'Discovery-od'. The 'Build queries' tab is active, showing a search for documents using the query 'how do I turn on the heater?'. The 'Run query' button is visible. The results panel on the right shows a summary of the query, including the query URL and the number of matching documents (10 of 38). The 'Passages' section displays excerpts from the documents, such as 'If you have a furnace or boiler installed: 1. Select the heating menu. 2. Configure the heater type: □ Furnace: Optimizes ecobee3 for systems using forced air □ Boiler: Optimizes your ecobee3 for systems using radiators or in-floor heat. 3.' and 'The amount of indoor air required to maintain sufficient indoor air quality depends on how big your house is, how many people live there, and the capacity of your ventilation device. You should consult with a local contractor who can guide you on how often you should be running your ventilation device.'

- Next, we have to store the credentials of Discovery which can be viewed as shown below:



- We already have the API key and the URL.
- Next, we have to create the IBM Cloud Function Action:
 - It is used to link the discovery with assistant, so that our queries can be answered by the discovery.
 - After selecting the action from the IBM catalog, we have to click on the action tab as shown on the left menu. Here we made the Information function. Then we can post the code which will help us to link the discovery.

IBM Cloud

Search resources and offerings...

Catalog Docs Support Manage Juliet Mari...

Functions

Getting Started

Actions

Triggers

APIs

Monitor

Logs

Namespace Settings

Actions

Search Actions

Create

Default Package

Name	Runtime	Web Action	Memory	Timeout
Cotumer Help Desk Action	Node.js 10	Enabled	256 MB	60 s

Items per page: 10 1-1 of 1 items

IBM Cloud

Search resources and offerings...

Catalog Docs Support Manage Juliet Mari...

Functions > Actions > Cotumer Help Desk Action

Cotumer Help Desk Action

Web Action

Namespace: [redacted] (London)

Code

Parameters

Runtime

Endpoints

Connected Triggers

Enclosing Sequences

Logs

Code Node.js 10 Edit mode - press ESC to exit Invoke with parameters Invoke

```

26 * @return The output of this action, which must be a JSON object.
27 *
28 */
29 function main(params) {
30   return new Promise(function (resolve, reject) {
31
32     let discovery;
33
34     if (params.iam_apikey){
35       discovery = new DiscoveryV1({
36         'iam_apikey': params.iam_apikey,
37         'url': params.url,
38         'version': '2019-03-25'
39       });
40     }
41     else {
42       discovery = new DiscoveryV1({
43         'username': params.username,
44         'password': params.password,
45         'url': params.url,
46         'version': '2019-03-25'
47       });
48     }
49
50     discovery.query({
51       'environment_id': params.environment_id,
52       'collection_id': params.collection_id,
53       'natural_language_query': params.input,
54       'passages': true,
55       'count': 3,
56       'passages_count': 3

```

We can make the parameters as per the code and paste the parameter value from the discovery credentials. After that we have to click on the endpoint and enable the web action which will generate a public URL and it will be further used.

The screenshot shows the IBM Cloud Functions console. The breadcrumb navigation is 'Functions / Actions / Cutomer Help Desk Action'. The page title is 'Cutomer Help Desk Action' with a 'Web Action' tag. The namespace is 'juli[redacted]@ibm.com'. On the left sidebar, the 'Parameters' tab is selected. The main area shows a table of parameters:

Parameter Name	Parameter Value
url	"https://api.eu-gb.discovery.watson.cloud.ibm.com/instanc
environment_id	"d5[redacted]34"
collection_id	"95[redacted]06"
iam_apikey	"Ku[redacted]m"

An 'Add Parameter' link is visible in the top right of the parameters section.

The screenshot shows the same IBM Cloud Functions console, but the 'Endpoints' tab is selected. The main area shows the 'Web Action' configuration:

- ☒ **Enable as Web Action**: Allow your Cloud Functions actions to handle HTTP events. Web Actions allow to control the response data and type by using a set of URL extensions, such as .json or .html. Learn more about [Web Actions](#). **Note:** The Web Action URL below requires to return a dict object that contains a body property.
- ☐ **Raw HTTP handling**: When enabled your Action receives requests in plain text instead of a JSON body.

Below this, there is a table for HTTP endpoints:

HTTP Method	Auth	URL
ANY ⓘ	Public	https://eu-gb.functions.cloud.ibm.com/api/v1/web/[redacted]

- Next, we have to make the Watson assistant to use the sample customer care skill for convenience. We can add intent related to product information and the related entities and dialog flow.

- **Intents-** These are the categories which we mention or we expect the user input to be, for example: Greetings can be an intent and in it we can have examples as Good Morning, Good Evening and all.

- **Entities-** These are used to mention the usual typos of the user and the synonyms like some people write the good morning as gm, good morning, gud morning, so we can cover all these also instead of returning a message to rephrase.
- **Dialog-** Here we mention the outputs to be given, these can be static as well as dynamic.

The screenshot shows the IBM Watson Assistant Lite interface for a skill named 'Customer Help Desk Skill'. The left sidebar contains a navigation menu with options: Intents, Entities, Dialog, Options, Analytics, Versions, and Content Catalog. The main area displays a table of 10 intents. At the top right of the table is a 'Create intent' button. The table has columns for checkboxes, intent names, descriptions, modified dates, and example counts.

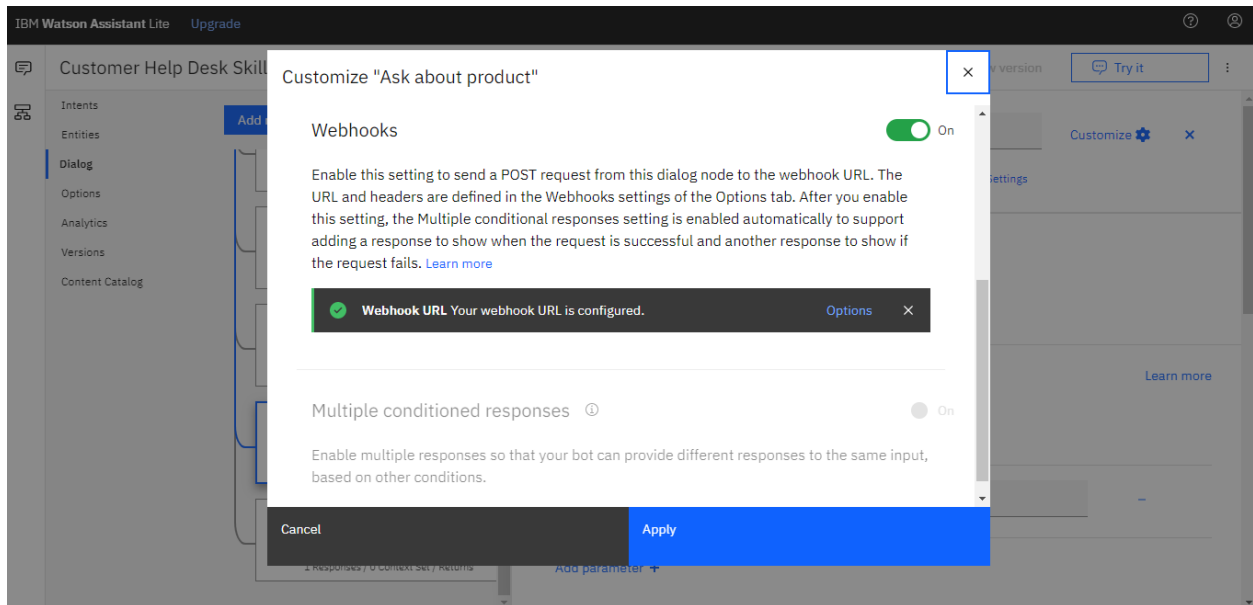
<input type="checkbox"/>	Intents (10) ↑	Description	Modified ↑↓	Examples ↑↓
<input type="checkbox"/>	#Cancel	Cancel the current request	2 days ago	7
<input type="checkbox"/>	#Customer_Care_Appointments	Schedule or manage an in-store appointment.	2 days ago	20
<input type="checkbox"/>	#Customer_Care_Store_Hours	Find business hours.	2 days ago	48
<input type="checkbox"/>	#Customer_Care_Store_Location	Locate a physical store location or an address.	2 days ago	25
<input type="checkbox"/>	#General_Connect_to_Agent	Request a human agent.	2 days ago	47
<input type="checkbox"/>	#General_Greetings	Greetings	a day ago	32
<input type="checkbox"/>	#Goodbye	Good byes	2 days ago	6

Showing 1-10 of 10 intents

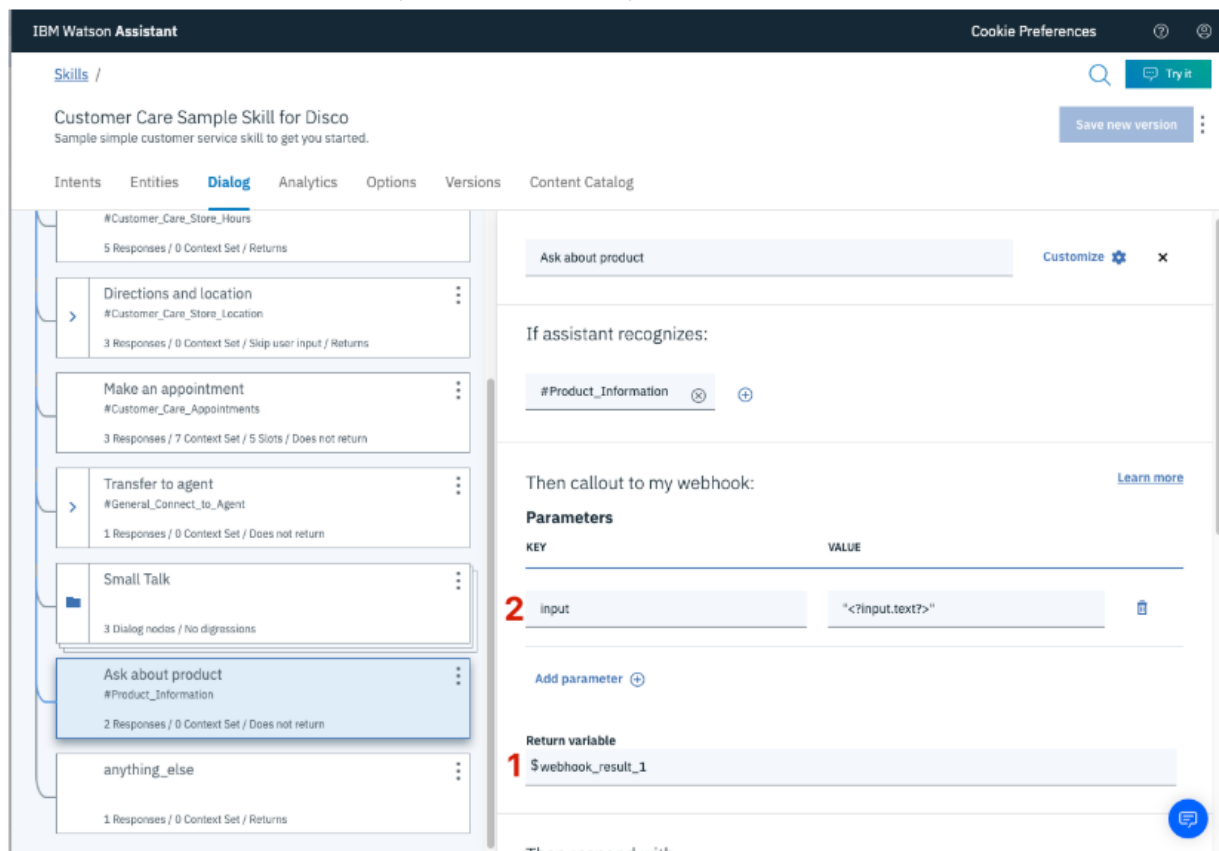
- Next, we have to mention the URL that we got earlier.

The screenshot shows the 'Webhooks' configuration page in the IBM Watson Assistant Lite interface. The left sidebar is the same as the previous screenshot, but the 'Webhooks' option is selected. The main area has a heading 'Webhooks' and a description: 'A webhook is a mechanism that allows you to call out to an external program based on events in your dialog.' Below this is a 'Webhook setup' section with instructions to specify a request URL. A text input field contains the URL: 'https://eu-gb.functions.cloud.ibm.com/...'. There is also a 'Headers' section with instructions to add HTTP headers, and a table with columns 'Header name' and 'Header value'. At the bottom, there are links for 'Add header' and 'Add authorization', and a 'Next step' link.

We have to enable the webhooks which enables our dialog to send a POST request to the webhook URL.



The dialog node should have a Return variable [1] set automatically to \$webhook_result_1. This is the variable name you can use to access the result from the Discovery service query.







You will also need to pass in the users question via the parameter input [2].
The key needs to
be set to the value: "<?input.text?>"

If you fail to do this, Discovery will return results based on a blank query.
Optionally, you can add these responses to aid in debugging:

Return variable

\$webhook_result_1

Then respond with

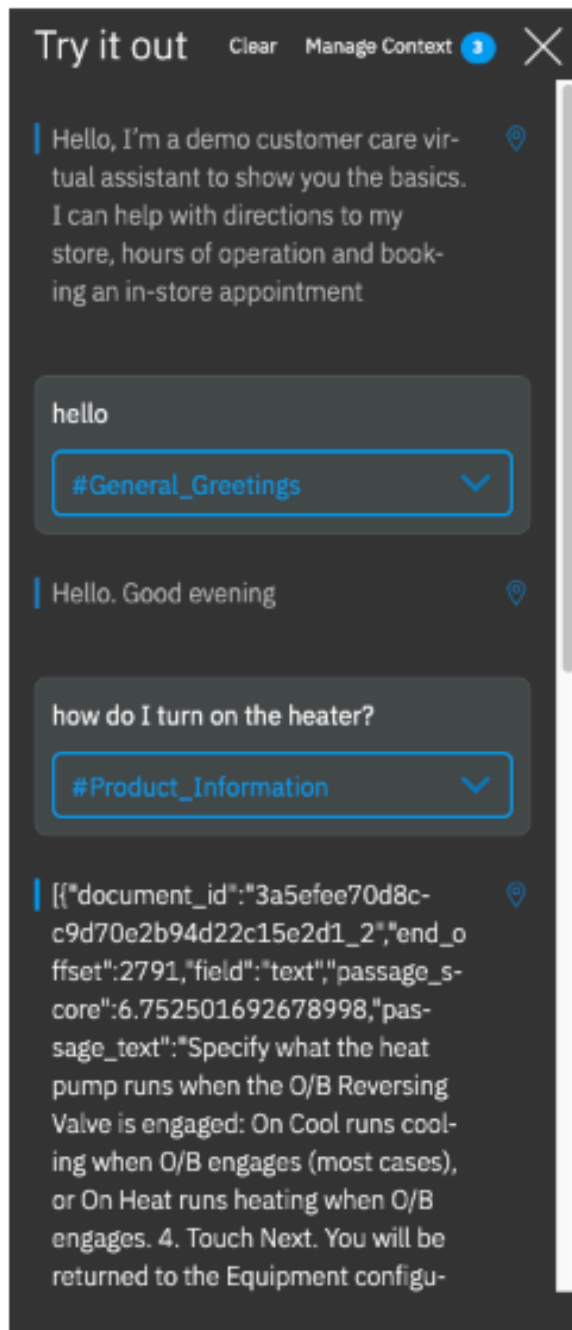
	IF ASSISTANT RECOGNIZES	RESPOND WITH		
1	\$webhook_result_1	\$webhook_result_1		
2	anything_else	Try again later		

Add response 

Test in Assistant Tooling

From the Dialog panel, click the Try it button located at the top right side of the panel.

Enter some user input:



Note that the input "how do I turn on the heater?" has triggered our Ask about product dialog node, which is indicated by the #Product_Information response.

And because we specified that \$webhook_result_1.passages be the response, that value is displayed also. You can also verify that the call was successfully completed by clicking on the **Manage Context** button at the top right. The response from the Discovery query will be stored in the \$webhook_result_1 variable:

Context variables ⓘ

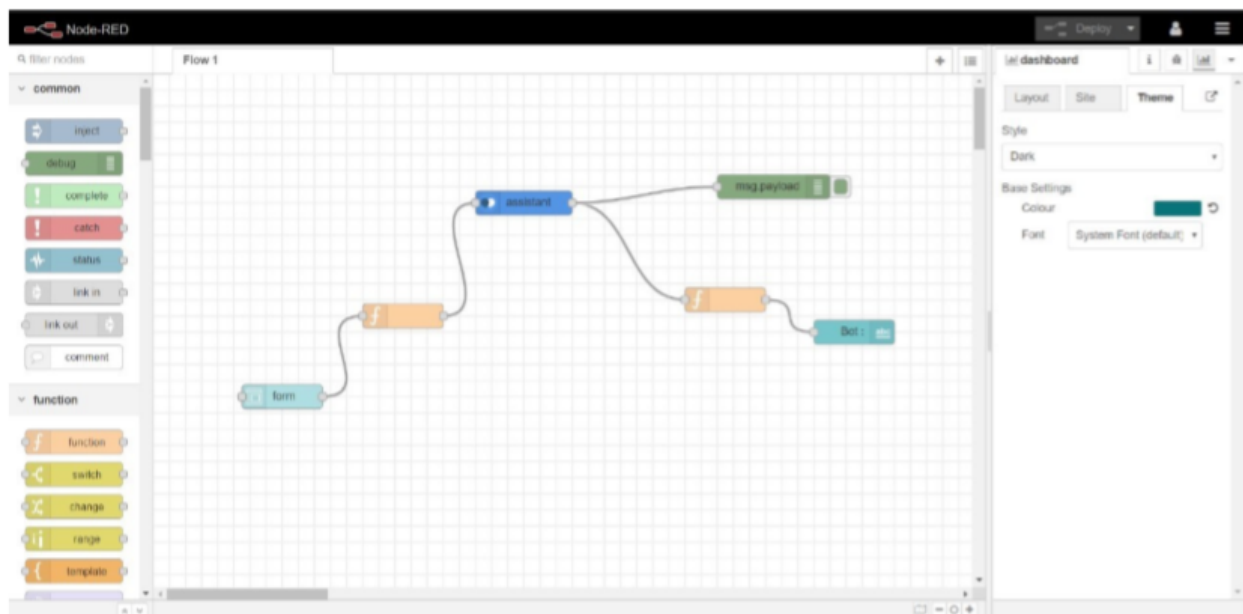
\$

Enter variable name

\$timezone	⊖
"America/Los_Angeles"	
\$webhook_result_1	⊖
{ "matching_results": 9, "passages": [{ "do	
\$no_reservation	⊖
true	

Integration of watson assistant in Node-RED

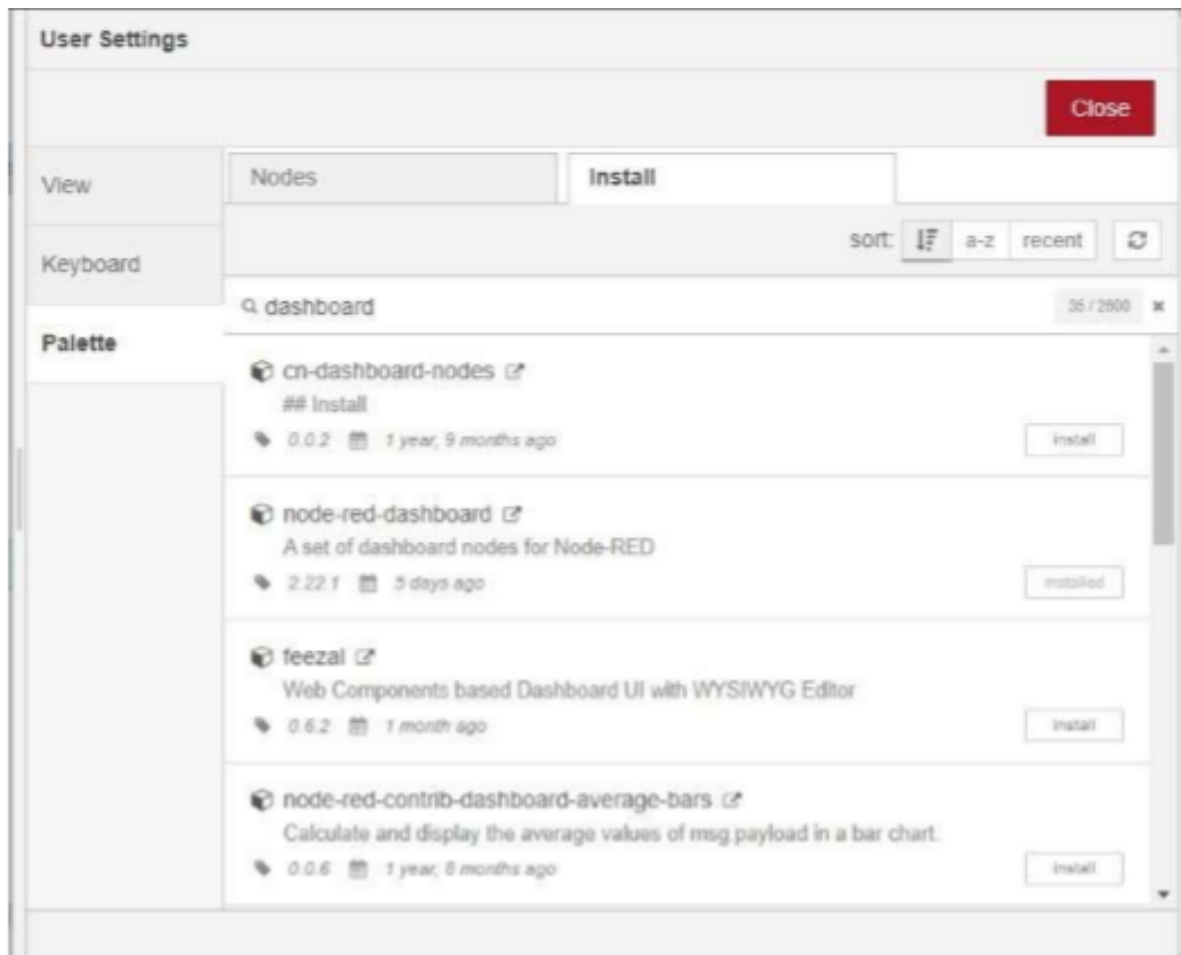
- 👉 Double-click on the Watson assistant node
- 👉 Give a name to your node and enter the username, password and workspace id of your Watson assistant service
- 👉 After entering all the information click on Done
- 👉 Drag inject node on to the flow from the Input section
- 👉 Drag Debug on to the flow from the output section
- 👉 Double-click on the inject node
- 👉 Select the payload as a string
- 👉 Enter a sample input to be sent to the assistant service and click on done
- 👉 Connect the nodes as shown below and click on Deploy



Next,

- 👉 Open Debug window as shown below
- 👉 Click on the button to send input text to the assistant node
- 👉 Observe the output from the assistant service node
- 👉 The Bot output is located inside "output.text"

- ☞ Drag the function node to parse the JSON data and get the bot response
- ☞ Double click on the function node and enter the JSON parsing code as shown below and click on done and Connect the nodes as shown below and click on Deploy.
- ☞ Re-inject the flow and observe the parsed output
- ☞ For creating a web application UI we need “dashboard” nodes which should be installed manually.
- ☞ Go to navigation pane and click on manage palette



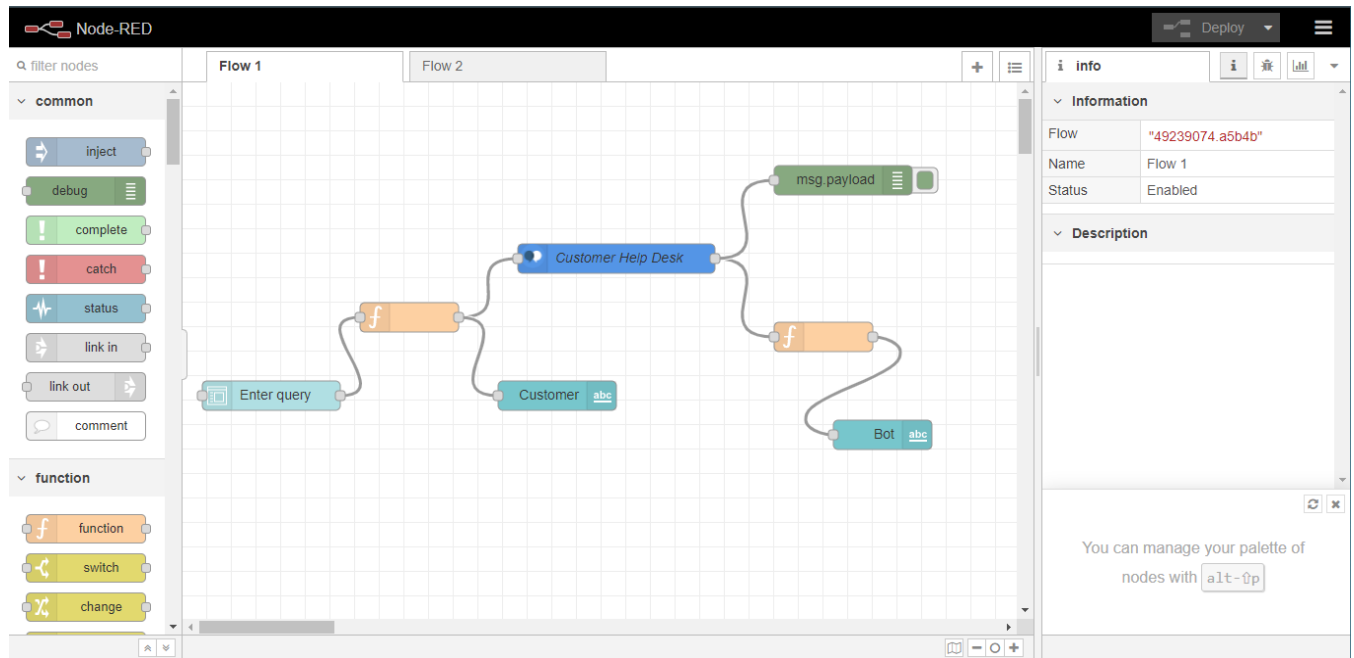
- ☞ Click on install
- ☞ Search for “node-red-dashboard” and click on install and again click on install on the prompt

- 👉 The following message indicates dashboard nodes are installed, close the manage palette
- 👉 Search for “Form” node and drag on to the flow
- 👉 Double click on the “form” node to configure
- 👉 Click on the edit button to add the “Group” name and “Tab” name
- 👉 Click on the edit button to add tab name to web application
- 👉 Give sample tab name and click on add do the same thing for the group
- 👉 Give the label as “Enter your input”, Name as “text” and click on Done
- 👉 Drag a function node, double-click on it and enter the input parsing code.
- 👉 Click on done

Then,

- 👉 Connect the form output to the input of the function node and output of the function to input of assistant node Search for “text” node from the “dashboard” section
- 👉 Drag two “text” nodes on to the flow
- 👉 Double click on the first text node, change the label as “You” and click on Done
- 👉 Double click on the second text node, change the label as “Bot” and click on Done
- 👉 Connect the output of “input parsing” function node to “ You” text node and output of “Parsing” function node to the input of “Bot” text node
- 👉 Click on Deploy

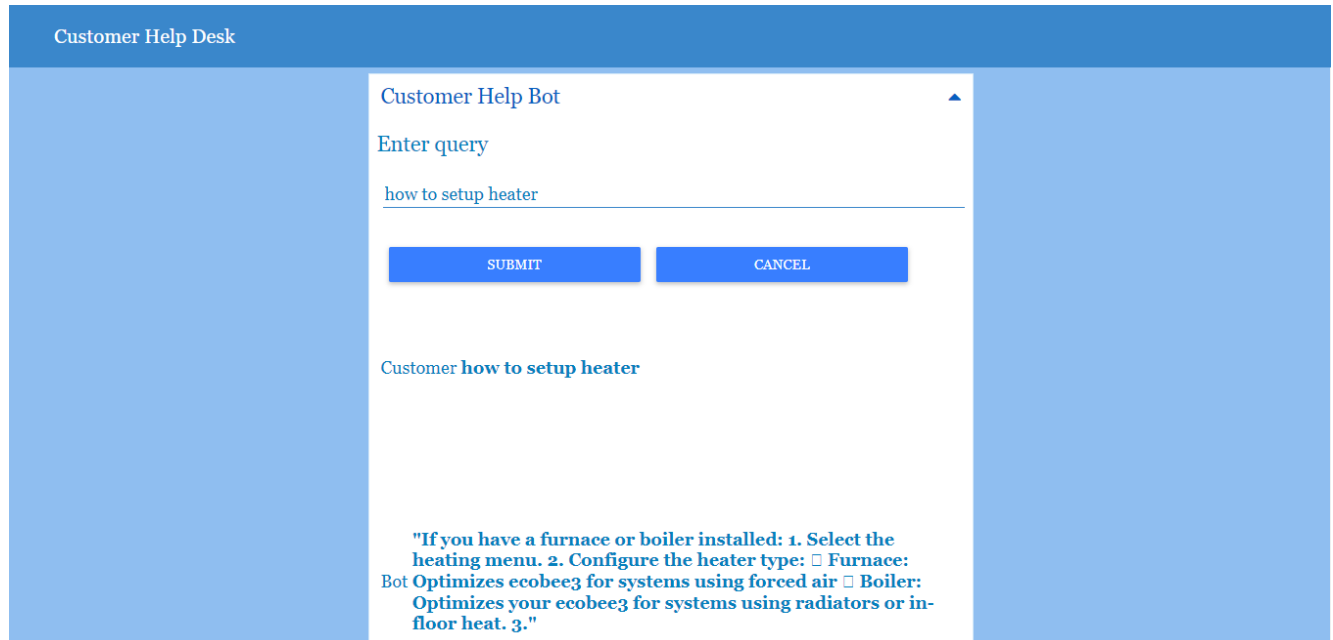
5. FLOWCHART



6 . RESULT

Finally our Node-RED dash board integrates all the components and displayed in the Dashboard UI by typing URL-

<https://node-red-prfyz.eu-gb.mybluemix.net/ui>



The screenshot displays a web interface titled "Customer Help Desk". It features a central chat window with a header "Customer Help Bot" and a close button. The chat area contains a text input field with the placeholder "Enter query", the user's query "how to setup heater", and two buttons: "SUBMIT" and "CANCEL". Below the input field, the chatbot's response is shown, starting with "Customer how to setup heater" and followed by a detailed instruction: "If you have a furnace or boiler installed: 1. Select the heating menu. 2. Configure the heater type: ☐ Furnace: Optimizes ecobee3 for systems using forced air ☐ Boiler: Optimizes your ecobee3 for systems using radiators or in-floor heat. 3."

7. ADVANTAGES AND DISADVANTAGES

Advantages

- ✓ Companies can deploy chatbots to for easy and general human queries .
- ✓ Reduces man power.
- ✓ Cost efficient and easy to use.
- ✓ No need to divert calls to customer care agent for straightforward queries and customer care agent can do their other works .
- ✓ It can group similar reasonable queries of customer and we can make it learn from previous queries by training it in future.
- ✓ Less work load on employees because reduce the number of reps.

Disadvantages

- ✗ Sometimes the chatbot misleads the customers.
- ✗ The discovery returns wrong results when not properly configured.
- ✗ Giving same answer for different sentiments.
- ✗ Sometimes is unable to connect the customer sentiments and intents.
- ✗ If the chatbot doesn't understand the question it's helpless.
- ✗ Watson assistant takes time to understand large documents.

8 .APPLICATIONS

- 👉 This chatbot can be deployed as a standalone app which may no longer need a customer to manually visit the company's website.
- 👉 It can deploy in popular social media applications like facebook,slack,telegram.
- 👉 Chatbot can deploy any website to clarify basic doubts of viewers.

9.CONCLUSION

By following the above-mentioned steps, we can create a chatbot which will help customers in answering the basic questions of the customer or user related to location of the office, working hours and the information about the product. We used Smart Document Understanding feature of Watson Discovery and we used a Node Red application to integrate all these services and created a UI dashboard for the customer to use the chatbot. Hence we successfully created the intelligent customer helpdesk with smart document understand using Watson Assistant, Watson Cloud Function, Watson Discovery and Node-RED.

10. Future Scope

- ✓ In future the results of discovery can be improved by enriching it with more fields and doing the Smart Data Annotation more accurately.
- ✓ We can get the premium version to increase the scope of our chatbot in terms of the calls and requests.
- ✓ We can also include Watson text to audio and Speech to text services to access the chatbot handsfree.
- ✓ By making this chatbot more interactive and user friendly it can be made useful for any user .

11. BIBILOGRAPHY

APPENDIX

References:

[1] Create a Node-RED starter application

<https://developer.ibm.com/components/node-red/tutorials/how-to-create-a-node-red-starter-application/>

[2] Node-RED website

<https://nodered.org/>

[3] Getting started with Watson Assistant

<https://developer.ibm.com/components/watson-assistant/series/learning-path-watson-assistant>

[5] Watson Discovery documentation

<https://cloud.ibm.com/docs/discovery?topic=discovery-getting-started>

[6] IBM Cloud Functions documentation

<https://cloud.ibm.com/docs/openwhisk?topic=openwhisk-getting-started>

[7] Build a Node.js chatbot that uses Watson services and webhooks to query an owner's manual

<https://github.com/IBM/watson-discovery-sdu-with-assistant>

[8] Integration Of Watson Assistant To Node-Red

<http://www.iotgyan.com/learning-resource/integration-of-watson-assistant-to-node-red>

A.SOURCE CODE

IBM Cloud functions web action code :

```
/**
 *
 * @param {object} params
 * @param {string} params.iam_apikey
 * @param {string} params.url
 * @param {string} params.username
 * @param {string} params.password
 * @param {string} params.environment_id
 * @param {string} params.collection_id
 * @param {string} params.configuration_id
 * @param {string} params.input
 *
 * @return {object}
 */

const assert = require('assert');
const DiscoveryV1 = require('watson-developer-cloud/discovery/v1');

/**
 *
 * main() will be run when you invoke this action
 *
 * @param Cloud Functions actions accept a single parameter, which must be a JSON
object.
 *
 * @return The output of this action, which must be a JSON object.
 */
function main(params) {
  return new Promise(function (resolve, reject) {

    let discovery;
```

```

if (params.iam_apikey){
  discovery = new DiscoveryV1({
    'iam_apikey': params.iam_apikey,
    'url': params.url,
    'version': '2019-03-25'
  });
}
else {
  discovery = new DiscoveryV1({
    'username': params.username,
    'password': params.password,
    'url': params.url,
    'version': '2019-03-25'
  });
}

discovery.query({
  'environment_id': params.environment_id,
  'collection_id': params.collection_id,
  'natural_language_query': params.input,
  'passages': true,
  'count': 3,
  'passages_count': 3
}, function(err, data) {
  if (err) {
    return reject(err);
  }
  return resolve(data);
});
});
}

```